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MARCH 14, 1988

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

NATPE, REALLY!

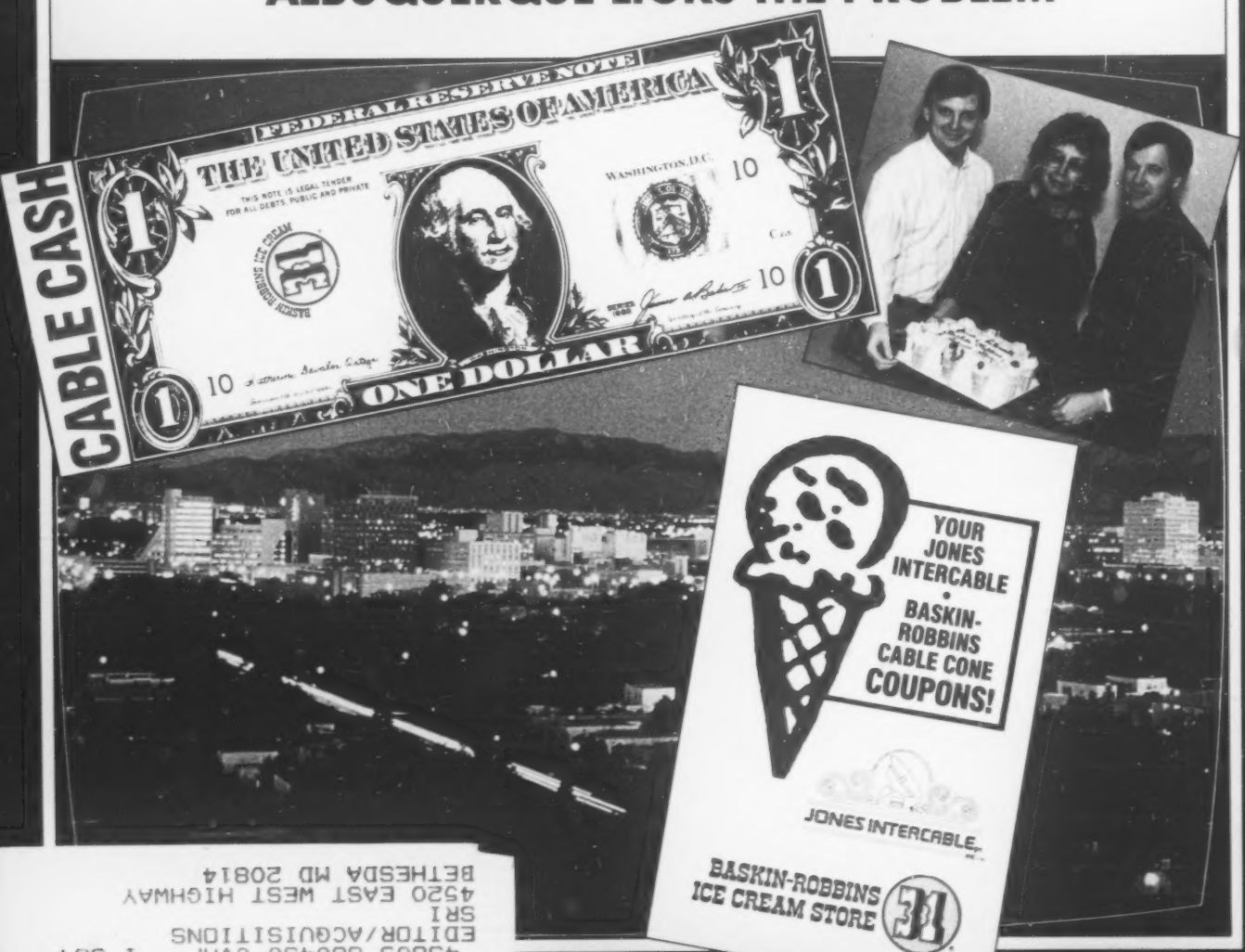
TNT: IT LOOKS LIKE A GO

HUDDLING WITH BILL GRIMES

SEEKING SIGNAL QUALITY

ANALYSTS SEE THE PICTURE

THE STATE OF MARKETING TODAY: ALBUQUERQUE LICKS THE PROBLEM



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Ted Turner meets with major MSO heads in New York and receives support for his proposed Turner Network Television. A tentative launch date of Oct. 3 is set, with initial programming relying heavily on the MGM library.

Storer deal dies 18
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More turnover at Daniels 19
The timing of the departure 'couldn't be worse' but officials at Daniels & Associates are wishing Jay Bush well as he relinquishes duties as co-manager of the firm's newly reorganized investment banking and brokerage division to head up Triax Communications.

Must-carry rumblings 20
The FCC has launched a fact-finding inquiry to tally up the broadcast stations that are dropped or repositioned in the wake of court rejection of revamped must-carry rules. And other signs are cropping up that must-carry may yet again rise from the grave.

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NATPE, really! 25

- The hoopla was still there at the 25th annual confab of television programmers, syndicators and station chiefs, but the usual buying frenzy was noticeably off this year. *Double Dare* was a rare hit.

- More cable network buyers and sellers than ever were strolling the 26
aisles in Houston, mostly looking but soaking up rising respect from the syndicator crowds.

OPERATIONS

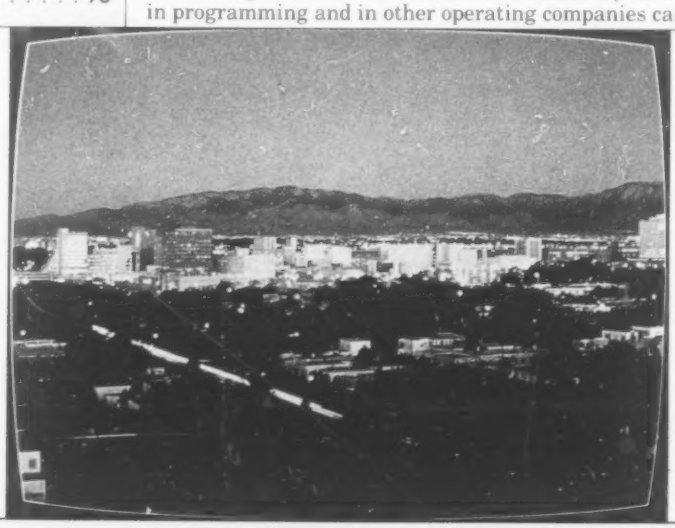
Seeking signal quality 37
After the MSO chieftans complete acquisitions, it usually falls to the engineers to make disparate, sometimes outmoded systems all work together, and deliver quality pictures. Making that happen often requires innovative thinking, aided by some off-the-shelf but refined gear.

MARKETING

A wonderful free-for-all 42
Back in the blissful, mindless "truck-chaser" days, no one marketed but everyone sold. Now the game is tougher, but cable's marketers have risen to the occasion. It's something of a pell-mell rush, admittedly, but all the activity certainly is generating some heat.

BUSINESS AND FINANCE

Meeting the analysts 59
Many of the MSO heads who met with the roomful of Wall Street analysts had a slightly different story to tell. Sure, the business continues to rock along with ever-stronger results. But the variation on this year's theme is that investments in programming and in other operating companies can pay off handsomely.



COVER STORY

Marketing enchantment 52
Among our package of stories on the state of modern cable marketing is an uplifting tale from Albuquerque, the land of enchantment. The Jones system was handed a tall order for growth, and managers there came through with an 846 percent increase in net growth, a 10 point gain in pay-to-basic penetration, all done during the rollout of a 39 percent rate increase.

BETWEEN THE LINES

Marketing advances shine but are customers happy?

Even a cursory reading of the package of stories in this issue about the modern state of cable marketing (pp. 37-55) reveals that the industry has made great strides from the fondly-recalled "truck chaser" days in which one merely had to drive down a street in a service van to sign up half the neighborhood.

It now is obvious that cable marketing—once an oxymoronic concept like "army intelligence"—has compressed a lifetime of growth into a few short years. Hastening that maturity was the industry's realization a couple of years ago that cable is a service business not all that unlike many other service industries, that what it has to sell isn't technology—the wire—but what comes over the wire—the programming. One suspects that somewhere out there are a lot of cable marketers who cut their teeth in the railroad industry, which has fallen on hard times because it failed to realize it was in the *transportation* business.

Yes, there no longer is any doubt that today's cable marketers can sell, at both the national level and within local communities. Nationally, HBO has developed direct mail to an exacting science that produces impressive results (p. 48). In almost a poetic understatement, HBO's John Billock tells us that "any time you can do a million installs, that's pretty good." At the local level, the experience of Jones Intercable in Albuquerque (p. 52) shows that even a tough marketing challenge can be successfully met through imagination, creativity and commitment. Readers may salivate at their leisure upon learning that the Jones people pulled off an 846 percent increase in net growth, increased pay-to-basic penetration by 10 points while instituting a 39 percent rate increase.

But like ants at a picnic, the irritating question remains as to whether cable marketing is addressing subscriber retention, which is another way of inquiring into the state of customer service rep training and management. Cable's low point in that regard was perhaps reached in Dallas a few years back when the City Council put aside other weightier matters to consider an ordinance requiring the cable company to answer the phone before the number of rings reached three digits. Everyone chuckles about that now, but where are the success stories proving cable has solved that vital problem? Coming close is Prime Cable in Atlanta (p. 45); General Manager Allan Barnes says that where he used to get five complaint calls a week at home, that after some attention to CSR management he now gets fewer than that in an entire year.

Now, it may have nothing or everything to do with this rumination on customer service, but a press release from something called the Customer Service Institute recently crossed the transom, headlined "The Deadly Game of Losing Customers: The Real Dollar Costs of Alienation." The release talks about a study of the supermarket industry (another service business), and the danger of irritating customers. Using a model of a 100-store supermarket chain, the study says that an attitude of customer indifference, alienating one shopper per day at each of the 100 stores, would cost the chain $284.7 million a year in lost revenue.

CTAM's Margaret Durburow (p. 50) talks about the need to develop precise tools for gauging the return on investments in marketing. Wouldn't it also be wise to develop some tools for assessing the revenue saved by satisfying existing customers? The phones are ringing.

—Steve Tuttle
Editor and Associate Publisher

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ABP BPA

Jay Bush leaves Daniels to head Triax

DENVER--Daniels & Associates has seen its share of internal upheaval lately and now it is in for more. Last week the company confirmed that Jay Busch, who had been designated co-manager of Daniels' newly reorganized investment banking and brokerage division (*CV* 2/1/88 p.24), will be leaving the company to take over the presidency of Triax Communications. Busch is an 11-year veteran of the company and was regarded as having the most brokerage experience among the executives currently working in that division.

At the same time, Marc Weisberg, vice president and the broker in charge of the Midwest, also will be leaving the company. He will join another former Daniels broker, Bill James, in his new investment firm in Denver.

Last week Daniels executives were putting the best face on what was clearly a difficult situation. "The timing couldn't be worse," Bob Russo, Daniels' spokesman said, but Busch's move is "wonderful for him and everyone from Bill on down is delighted for Jay." Tim David, senior vice president in the investment banking division, will take over Busch's role as co-manager of that division.

A former Daniels employee said that the company would feel Busch's loss where it would hurt most, in its brokerage business. "He was the last guy who was a proven diversified performer."

Over the past six months the company has experienced a number of defections, including its two most senior brokers. Busch had been held out as the next best hope for leading the company's brokerage activities. ■

Corrections

A typographical error in a chart listing the deals of cable brokers for 1986 and 1987, on pages 32 and 33 of the Feb. 1 issue, incorrectly gave the amount of Coaxial Capital's 1986 brokerage activity. The correct amount is $87.25 million.

An editing error in a Feb. 29 People page item, concerning the election of William Lanbert as chairman and CEO of Texscan Corp., incorrectly implied that Texscan is a unit of General Instrument.

UnNatural Opening. MTV celebrated the opening of its Museum of UnNatural History recently in New York. Attending the gala unveiling were, from left to right, Danny Socoloff, president, MEGA, who hosted the evening along with MTV; John Reardon, executive vice president, sales, MTV Networks; Carolyne Heldman, MTV VJ; Julie Brown, MTV VJ; and, Bob Friedman, senior vice president, marketing and promotion for MTV networks. The exhibition is a four-part three-dimensional showcase of MTV's look at the world of fashion, new music, technology and rock 'n roll history. Photo by Candace Drake.

WE COVER THE WORLD OF CABLE

When it comes to cable, Atlantic Video offers you a world of quality—in production, post-production and program-transmission. We have all you need to run a cable network. Just ask The Discovery Channel and Black Entertainment Television—they've already made Atlantic Video their home.

Our world-class facilities include:
- Two huge soundstages
- Four 1" editing suites
- Computer graphics with the Quantel Paintbox
- Live transmission or playback 24-hours a day, 7 days a week
- Rank Cintel film-to-tape transfers

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Pay-Per-View Supply Chart

March

An American Tail (3/10) — Source: Universal
MPAA Rating: G — Running Time: 81 mins.
Cast: Animated.

Beverly Hills Cop II (3/9) — Source: Paramount
MPAA Rating: R — Running Time: 103 mins.
Cast: Eddie Murphy, Judge Reinhold, Brigitte Nielson.

Big Shot (3/31) — Source: Lorimar
MPAA Rating: PG-13 — Running Time: 91 mins.
Cast: Risky Busker, Darius McCrary.

The Big Town (3/30) — Source: Columbia
MPAA Rating: R — Running Time: 110 mins.
Cast: Matt Dillon.

Born in East L.A. (3/9) — Source: Universal
MPAA Rating: R — Running Time: 85 mins.
Cast: Cheech Marin, Paul Rodriquez, Daniel Stern.

Disorderlies (3/2) — Source: Warner Bros.
MPAA Rating: PG — Running Time: 86 mins.
Cast: The Fat Boys, Anthony Geary, Tony Plana.

The Garbage Pail Kids Movie (3/10) — Source: Paramount
MPAA Rating: PG — Running Time: 100 mins.
Cast: MacKenzie Astin.

Good Morning Babylon (3/24) — Source: Vestron
MPAA Rating: PG-13 — Running Time: 118 mins.
Cast: Vincent Spano, Charles Dance, Greta Scacchi.

Hell Raiser (3/31) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 90 mins.
Cast: Andrew Robinson, Claire Higens.

Hope and Glory (3/11) — Source: Columbia
MPAA Rating: PG-13 — Running Time: 113 mins.
Cast: Sarah Miles, David Hayman.

It's Alive III: Island of the Alive (3/23) — Source: Warner Bros.
MPAA Rating: R — Running Time: 95 mins.
Cast: Micheal Moriarity, Karen Black, Laureen Landon.

Living on Tokyo Time (3/20) — Source: Skouras
MPAA Rating: NR — Running Time: 83 mins.
Cast: Monako Ahashi, Ken Nakagawa.

The Lost Boys (3/30) — Source: Warner Bros.
MPAA Rating: R — Running Time: 97 mins.
Cast: Corey Feldman, Jami Gertz, Keifer Sutherland.

North Shore (3/10) — Source: Universal
MPAA Rating: PG — Running Time: 96 mins.
Cast: Mett Adler, Gregory Harrison, Mia Peeples.

Revenge of the Nerds II (3/24) — Source: 20th Century-Fox
MPAA Rating: PG-13 — Running Time: 91 mins.
Cast: Robert Carradine, Curtis Armstrong, Larry B. Scott.

Slammer Girls (3/1) — Source: Vestron
MPAA Rating: R — Running Time: 82 mins.
Cast: Tally Brittany, Jeff Eagle.

Spaceballs (3/15) — Source: MGM/UA
MPAA Rating: PG — Running Time: 96 mins., 4 secs.
Cast: Mel Brooks, John Candy, Rick Moranis.

Steele Justice (3/10) — Source: Paramount
MPAA Rating: R — Running Time: 92 mins.
Cast: Martin Kove, Sela Ward, Ronnie Cox.

Street Trash (3/24) — Source: Vestron
MPAA Rating: N/R — Running Time: 91 mins.
Cast: Bill Chepil, Vic Noto.

Takin' It All Off (3/24) — Source: Vestron
MPAA Rating: N/R — Running Time: 91 mins.
Cast: Kitten Natividad, Diane Pedersen, Gail Thackray.

The Watcher in the Woods (3/3) — Source: Disney
MPAA Rating: G — Running Time: 83 mins., 16 secs.
Cast: Lynn-Holly Johnson, Bette Davis, David McCallum.

April

China Girl (4/20) — Source: Vestron
MPAA Rating: R — Running Time: 89 mins.
Cast: Sari Chang, James Russo, Richard Panebianco.

Hail Hail Rock & Roll (4/7) — Source: Universal
MPAA Rating: PG — Running Time: 120 mins.
Cast: Chuck Berry, Eric Clapton, Robert Cray.

Living Daylights (4/13) — Source: MGM/UA
MPAA Rating: PG — Running Time: 130 mins.
Cast: Timothy Dalton, Maryann D'Abo, Jeroen Krabbe.

Made in Heaven (4/14) — Source: Lorimar
MPAA Rating: PG — Running Time: 102 mins.
Cast: Kelly McGillis, Timothy Hutton.

Maid To Order (4/11) — Source: New Century/Vista
MPAA Rating: PG — Running Time: 92 mins., 32 secs.
Cast: Ally Sheedy, Beverly D'Angelo, Dick Shawn, Valerie Perrine.

Near Dark (4/1) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 90 mins.
Cast: Adrian Pasdar, Jerry Wright, Tim Thomerson.

Pick Up Artist (4/21) — Source: 20th Century-Fox
MPAA Rating: PG-13 — Running Time: 81 mins.
Cast: Molly Ringwald, Robert Downey Jr., Dennis Hopper.

Platoon (4/6) — Source: HBO Entertainment
MPAA Rating: R — Running Time: 113 mins.
Cast: Tom Berenger, Charlie Sheen, Wilem DeFoe.

Stakeout (4/14) — Source: Touchstone
MPAA Rating: R — Running Time: 118 mins.
Cast: Richard Dreyfuss, Emilio Estevez, Madeleine Stone.

Steel Dawn (4/2) — Source: Vestron
MPAA Rating: R — Running Time: 101 mins.
Cast: Patrick Swayze.

Three O'Clock High (4/7) — Source: Universal
MPAA Rating: PG-13 — Running Time: 90 mins.
Cast: Casey Siemaszko, Anne Ryan, Richard Tyson.

Weeds (4/16) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 118 mins.
Cast: Nick Nolte, Lane Smith, Rita Taggart.

Zombie High (4/24) — Source: Sage Entertainment
MPAA Rating: R — Running Time: 91 mins.
Cast: Virginia Madsen, Richard Cox, James Wilder.

Note: Running times are approximate.
NR indicates film not rated by MPAA.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	SUBSCRIBERS
Cable Video Store	April 1, 1986	Satcom 4, tr. 16	VideoCipher II	Movies, how-to's, special events. 24 hours per day, approx. 50 titles per month	Currently serving 16 MSOs nation-wide (40,000 impulse addressable subscribers)
Home Premiere Television	December 4, 1987	Galaxy III, tr. 16	VideoCipher II	First-run movies, special events.	Available in systems serving 1,000,000 addressable subscribers)
Playboy On Demand	September 1, 1987	Satcom IV, tr. 24	VideoCipher II	Original Playboy programs and adult motion pictures.	Available in systems serving 1,000,000 addressable subscribers.
Request Television	November 27, 1985	Galaxy I, tr. 12	VideoCipher II	Min. of four major motion pictures per week over 14 day cycle, special events	Available in systems serving 3.6 million subs. (2.5 million addressable).
Telstar Channels	June 5, 1986	Spacenet 2, tr. 1,3,11,23	VideoCipher II	Channel 1: 2 movies per week,the newest and top-selling. Channel 2: Cult favorites, childrens and top of the charts video store sellers. Channel 3: Additional plays of movies 1 & 2 (frequency channel)	Available in systems serving 160,000 subs.(60,000 addressable).
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr. 21, VC-2: VideoCipher II Galaxy III, tr. 18		Channels I & II: First-run movies, special events.	Available in systems serving over 3 million subs.

CABLE STATS

Industry Growth

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	72,460,000	42,725,000	48	26,022,000	29
1986	87,800,000	69,632,000	41,772,000	47	24,101,000	27
1985	86,304,000	64,571,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	87,800,000
Homes passed by cable (HP)	69,632,000
Percent of TVHH passed by cable	79.3%
Basic cable subs	41,772,000
Percent of TVHH with basic cable	47.5%
Percent of HP with basic cable	59.9%
Pay cable subs	24,101,000
Percent of TVHH with pay cable	27.4%
Percent of HP with pay cable	34.6%
Percent of basic subs with pay cable	57.6%

Satellite Lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	24
BET	20
Cable Radio Network	4
Cable Value Network	12
Cinemax (West)	23
ESPN (Blackout)	7
The Fashion Channel	1
Financial News Network	4
Genesis Storytime	3
HBO (West)	13
Home Shopping Network	22
The Learning Channel	2
Lifetime	17
National Jewish Television	18
QVC Network	8
Reuter Monitor Service	18
Showtime (West)	10
Tempo Sound	6
Tempo Television	6
Tempo Text	6
The Travel Channel	16
Trinity Broadcasting Network	3
TV Decisions	24
USA Network (West)	10

Satcom IV (RCA Americom)	**Transponder**
Alternate View Network	10
American Movie Classics	10
America's Value Network	5
Biznet	6
Bravo	2
Gospel Music Network	3
Hit Video USA	18
Home Shopping Network 2	1
Home Sports Entertainment	11
Home Team Sports	22
Liberty Broadcasting Network	7
Madison Square Garden Network	6
The Motivation Network	3
Movietime	17
National Black Network	19
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
The Playboy Channel	24
Playboy On Demand	24
Prime Ticket	20
The Silent Network	23V
SportsChannel-New England	23
SportsVision	9
WPIX—New York	19

Satcom F1R (RCA Americom)	**Transponder**
KTVT (Dallas Ft Worth)	22

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Consumer Discount Network	24
National Christian Network	2
International Television Network	10D
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2

Westar V (Western Union)	**Transponder**
Fantasy Unrestricted Network (FUN)	24
FUN Weekend Pay-per-view	24
Moody Broadcasting Network	7D
Pro-Am Sports System (PASS)	8
The University Network	2
Zephyr Weather Information Service	7D

Telstar 303 (AT&T)	**Transponder**
American Exxxtasy	19

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	11
Cinemax (East)	19
CNN	7
Country Music Television	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
Electra	18
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Headline News	8
The Inspirational Network	17
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Request Television	12
Seeburg Adult Contemporary	3
Seeburg Contemporary Instrumental	3
Showtime (East)	5
SIN	6
Tempo Text	18
USA Network (East, Central)	21
Video Mall Network	22
WGN	3
WOR-TV	15
WTBS	18

Galaxy III	**Transponder**
C-SPAN	24V
C-SPAN II	14V
Eternal Word Television Network	10
Galactic Radio	11
Home Premiere Television	16
National Shopping Club	23
The Meadowlands Racing Network	17
Mind Extension University	11
MTV Music Television	17
Nick At Night	19
Nickelodeon	19
Video Hits One (VH1)	15
Viewer's Choice 1 + 2	21,18

Spacenet I (GTE)	**Transponder**
ACTS	15
SelecTV	13

Note: A company name in parentheses following a service or network designates the transponder owner

Source: International Thomson Communications Inc

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	5,200,000	(12/87)
2.	American Television and Communications Corp.	3,695,000	(12/87)
3.	Continental Cablevision	1,556,000	(12/87)
4.	Storer Cable Communications	1,453,000	(12/87)
5.	Cox Cable Communications	1,438,057	(12/87)
6.	Warner Cable Communications Inc.	1,405,349	(12/87)
7.	Comcast	1,200,000	(10/87)
8.	United Cable	1,155,638	(12/87)
9.	Newhouse Broadcasting	1,060,759	(12/87)
10.	Viacom Cablevision	1,058,000	(12/87)
11.	Cablevision Systems Corp.	1,026,576	(1/88)
12.	Heritage Communications Inc.	1,026,224	(12/87)
13.	Jones Intercable	935,233	(1/88)
14.	Times Mirror Cable Television Inc.	918,480	(12/87)
15.	Sammons Communications Inc.	826,819	(12/87)
16.	UA Cablesystems Corp.	803,615	(2/88)
17.	Century Communications Corp.	680,400	(3/87)
18.	Paragon Communications	665,000	(1/88)
19.	Cooke Cablevision	618,900	(12/87)
20.	Cablevision Industries	591,428	(12/87)
21.	Daniels & Associates	590,618	(12/87)
22.	Adelphia Communications	581,114	(12/87)
23.	American Cablesystems Corp.	535,038	(12/87)
24.	Telecable Corp.	533,256	(12/87)
25.	Rogers Cablesystems Inc.	529,708	(12/87)
26.	Centel Cable	521,428	(12/87)
27.	Scripps-Howard	430,990	(12/87)
28.	Wometco Cable TV Inc.	395,679	(12/87)
29.	Post-Newsweek	385,442	(1/88)
30.	Falcon Cable Comm.	379,000	(2/87)
31.	Prime Cable Corp.	353,362	(12/87)
32.	TCA Group	337,999	(1/88)
33.	Multimedia Cablevision	304,610	(1/88)
34.	Maclean Hunter Cable TV Ltd.	296,969	(11/87)
35.	Tele-Media	287,345	(12/87)
36.	Lenfest Group	266,370	(1/88)
37.	Rifkin & Associates	260,000	(10/87)
38.	Colony Communications Inc.	250,786	(1/88)
39.	Western Communications	249,096	(12/87)
40.	TKR Cable Co.	236,042	(1/88)
41.	Cencom Cable	226,700	(1/88)
42.	Simmons Communications	225,648	(1/88)
43.	Communications Service Inc.	210,000	(12/86)
44.	Service Electric Cable TV Inc.	205,000	(11/87)
45.	TCI-Taft	197,853	(8/87)
46.	Hauser Communications Inc.	190,973	(12/87)
47.	Media General Inc.	163,000	(2/88)
48.	Harron Communications	158,982	(1/88)
49.	Greater Media	154,305	(12/87)
50.	Sutton Capital Corp.	152,053	(11/87)
51.	Palmer Communications	148,091	(12/87)
52.	First Carolina Communications Inc.	146,395	(10/87)
53.	Armstrong Utilities	141,989	(11/87)
54.	Essex Communications Corp.	136,540	(11/87)
55.	Marcus Communications	135,766	(11/87)
56.	U.S. Cable Corp.	135,287	(11/87)
57.	Summit Communications	124,900	(1/88)
58.	Cable Systems USA	123,826	(12/87)
59.	Columbia International	117,911	(1/88)
60.	Bresnan Communications Co.	115,018	(2/88)
61.	King Videocable	114,100	(1/88)
62.	Northland Communications	114,025	(12/87)
63.	Harte-Hanks Communications	113,344	(12/87)
64.	Sonic Communications	111,585	(6/87)
65.	Multi-Channel TV Cable Inc.	110,134	(9/87)
66.	Booth Communications	108,617	(1/88)
67.	Star Cablevision Group	103,733	(11/87)
68.	M.L. Media Partners	99,556	(12/87)
69.	Susquehanna Broadcasting	94,168	(12/87)
70.	Midcontinent Cable Systems Co.	90,863	(2/88)
71.	McDonald Group	90,079	(8/84)
72.	Omega Communications	90,000	(11/87)
73.	WEHCO Video	89,078	(12/87)
74.	United Video Management	86,341	(12/87)
75.	Coaxial Communications	84,859	(9/87)
76.	Pencor Services	83,281	(8/87)
77.	C-4 Media Corp.	69,482	(10/87)
78.	Masada Corp.	69,120	(10/87)
79.	Enstar Communications	68,546	(11/87)
80.	Selkirk Communications	68,000	(10/87)
81.	Rock Associates	67,215	(1/88)
82.	Chamber Communications Corp.	61,471	(12/87)
83.	Mountain Cable Co.	59,746	(1/88)
84.	Insight Communications	58,964	(1/88)
85.	Cardinal Communications	56,500	(1/88)
86.	North American Comm. Corp.	54,606	(12/87)
87.	Hearst Communications of California	53,866	(1/88)
88.	State Cable TV	51,490	(12/87)
89.	Helicon Corp.	50,000	(12/87)
90.	Dowden Communications	49,391	(12/87)
91.	Commonwealth Cable Systems	48,020	(11/87)
92.	Galaxy Cablevision	47,232	(1/88)
93.	Joseph Gans Cable TV	46,532	(11/86)
94.	Prestige Cable TV, Inc.	46,336	(2/88)
95.	New England Cablevision	45,947	(1/88)
96.	CableAmerica	44,000	(1/88)
97.	Leonard Communications	44,000	(2/88)
98.	Telesat Cablevision, Inc.	43,601	(12/88)
99.	Douglas Communications	43,597	(1/88)
100.	Acton Corp.	38,500	(10/87)

Subscriber counts are provided by MSOs and systems to *CableVision*. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to *CableVision*, Attention: Candace Drake, Cable Stats, 432 Park Avenue South, Suite 1109, New York, NY 10016.

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	291,914	(12/87)
2.	Woodbury (Long Island), NY	Cablevision Systems Corp.	291,849	(1/88)
3.	Manhattan, NY	ATC	242,000	(12/87)
4.	San Antonio, TX	Rogers Cablesystems	221,894	(12/87)
5.	East Orange, NJ	Maclean Hunter	195,644	(11/87)
6.	Puget Sound, WA	Viacom	195,000	(12/87)
7.	Honolulu, HI	ATC	187,000	(12/87)
8.	Phoenix, AZ	Times Mirror	184,921	(12/87)
9.	Houston, TX	Warner Cable	183,432	(12/87)
10.	Hartford/Plainville/Vernon, CT	United Cable	169,333	(12/87)
11.	Chicago (suburbs)	Tele-Communications Inc.	163,000	(12/87)
12.	Wayne, NJ	UA Cablesystems	162,270	(2/88)
13.	Louisville/Jeff. Co., KY	Storer Communications	158,544	(12/87)
14.	Cincinnati, OH	Warner	157,332	(12/87)
15.	Englewood, CO	United	156,257	(12/87)
16.	Rochester, NY	ATC	154,000	(12/87)
17.	Hampton Roads, VA	Cox Cable	153,820	(12/87)
18.	Fairfax, VA	Media General	152,000	(2/88)
19.	Tulsa, OK	United	151,818	(12/87)
20.	Atlanta, GA	Prime Cable Corp.	149,697	(12/87)
21.	St. Louis Co., MO	Cencom Cable	145,876	(12/87)
22.	Cherry Hills, NJ	NYT	145,075	(7/87)
23.	Orlando,FL	ATC	143,500	(6/87)
24.	Jacksonville, FL	Continental Cablevision	143,000	(12/87)
25.	Kansas City, MO	ATC	137,000	(12/87)
26.	Manhattan, NY	Paragon Cable	132,000	(1/88)
27.	Buffalo, NY	Adelphia Communications	131,776	(12/87)
28.	San Jose/Campbell, CA	Gill Cable	131,600	(1/88)
29.	Baltimore County, MD	Comcast	130,000	(10/87)
30.	Memphis/W. Memphis, TN	ATC	126,000	(12/87)
31.	Charlotte, NC	ATC	125,000	(12/87)
32.	Long Island, NY	Viacom	119,000	(12/87)
33.	San Diego, CA	ATC	119,000	(12/87)
34.	San Francisco, CA	Viacom	117,000	(12/87)
35.	Austin, TX	ATC	115,000	(12/87)
36.	Pompano, FL	American Cablesystems	112,567	(12/87)
37.	Seattle, WA	TCI	112,500	(12/87)
38.	Warren, NJ	TKR	109,062	(1/88)
39.	Richmond, VA	Continental	107,000	(12/87)
40.	Toledo, OH	Blade Communications	105,470	(10/87)
41.	San Juan, PR	ML Media Partners	104,757	(12/86)
42.	Jefferson Parish/Kenner, LA	Cox Cable	100,879	(12/87)
43.	Grand Rapids, MI	UA Cablesystems	100,728	(2/88)
44.	Dallas, TX	Heritage	100,355	(12/87)
45.	Southeast Michigan	Comcast	100,031	(10/87)
46.	Wilmington, DE	Heritage	99,150	(12/87)
47.	Escondido, CA	Times Mirror	95,374	(12/87)
48.	Raleigh/Durham, N.C.	ATC	95,000	(12/87)
49.	Dade/Broward, FL	Storer	94,173	(12/87)
50.	Pinellas County, FL	Vision Cable	93,920	(9/87)
51.	Indianapolis, IN	Comcast	92,000	(10/87)
52.	Tacoma, WA	Viacom	92,000	(12/87)
53.	Pittsburgh, PA	TCI	91,000	(12/87)
54.	Boston, MA	Cablevision Co.	88,324	(12/87)
55.	Naples, FL	Palmer Communications	88,000	(12/87)
56.	Wichita, KS	Multimedia Cablevision	86,929	(12/87)
57.	Nashville, TN	Viacom	86,000	(12/87)
58.	Worcester Complex, MA	Greater Media	85,083	(12/87)
59.	Greensboro, NC	ATC	84,000	(12/87)
60.	Orange County, CA	Times Mirror	83,504	(12/87)
61.	Harrisburg, PA	Sammons Communications	81,589	(12/87)
62.	Las Vegas, NV	Prime Cable	81,204	(12/87)
63.	South Texas, TX	Heritage	80,604	(12/87)
64.	Dover, Morristown, NJ	Sammons	80,327	(12/87)
65.	Milwaukee, WI	Warner	80,000	(9/87)
66.	New Orleans, LA	Cox Cable	78,942	(12/87)
67.	Baton Rouge, LA	Daniels & Assocs.	78,888	(12/87)
68.	South Bend, IN	Heritage	77,963	(12/87)
69.	Albuquerque, NM	Jones Intercable	77,300	(2/88)
70.	Akron, OH	Warner	77,202	(12/87)
71.	Indianapolis,IN	ATC	77,000	(12/87)
72.	Cook County, IL	Continental	76,000	(12/87)
73.	Oakland County, MI	United	75,874	(12/87)
74.	Columbus, OH	Warner	75,774	(12/87)
75.	Allentown, PA	Service Electric	75,000	(9/87)
76.	Cleveland Heights, OH	Viacom	75,000	(12/87)
77.	Flint, MI	Comcast	75,000	(10/87)
78.	Hillsborough, FL	Paragon	75,000	(1/88)
79.	St. Petersburg, FL	Paragon	75,000	(1/88)
80.	Melbourne/Cocoa, FL	ATC	74,200	(6/87)
81.	Medford Complex (Boston Suburbs), MA	Warner	74,043	(12/87)
82.	Providence/Warwick, RI	Times Mirror	73,415	(12/87)
83.	Omaha, NE	Cox Cable	72,825	(12/87)
84.	Contra Costa Co., CA	Televents	72,252	(10/87)
85.	Fayetteville, NC	ATC	72,090	(12/87)
86.	Ocean County, NJ	Adelphia	71,744	(12/87)
87.	Lower Fairfield Co., CT	Cablevision Co.	71,168	(12/87)
88.	El Paso, TX	Paragon	71,000	(1/88)
89.	Oklahoma City, OK	Cox Cable	70,366	(12/87)
90.	Santa Monica, CA	Century	69,900	(12/86)
91.	Des Moines, IA	Heritage	69,721	(12/87)
92.	Little Rock, AR	Storer	69,121	(12/87)
93.	Lincoln, RI	Heritage	68,608	(12/87)
94.	Greater Bridgeport, CT	Cablevision Co.	68,506	(12/87)
95.	Madison, WI	TCI	68,000	(12/87)
96.	New Haven, CT	Storer	67,363	(12/87)
97.	Birmingham, AL	ATC	67,000	(12/87)
98.	Syracuse (suburbs), NY	NewChannels Corp.	66,952	(12/87)
99.	Winston-Salem, N.C.	Summit Communications	66,245	(1/88)
100.	Sarasota, FL	Storer	65,155	(12/87)